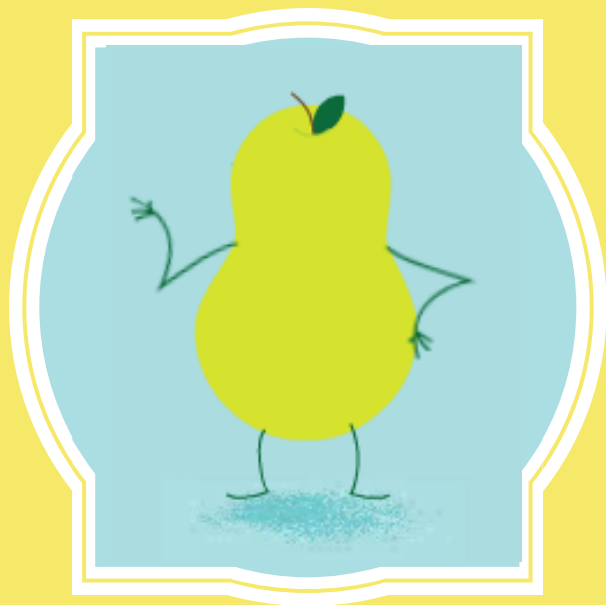




October 11,
2010



Pioneering Healthier Communities

Kingsport, Tennessee



OUR TEAM

Kingsport YMCA Coach

Kingsport Tomorrow; Coach

United Way; Coach

Kingsport YMCA

City of Kingsport

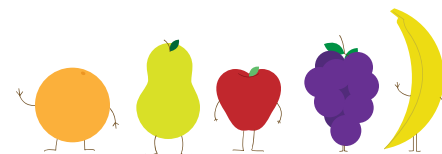
Eastman Chemical Company

Chamber of Commerce

Parks and Recreation

AARP Tennessee

HMG Healthy U





OUR TEAM CONTINUED

Kingsport City BOE

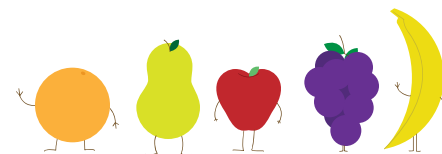
Sullivan County BOE

Community Volunteer

Wellmont Health System

Mountain States Health Alliance

HEAL Appalachia

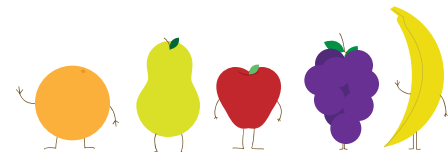




WHO WE ARE

Pioneering Healthier Communities (PHC)

- Convene high-level representatives from the local government, public health, and private sectors to focus on changing the environment in a way that reduces community barriers for healthy living.
- Funded by the Centers for Disease Control and Prevention & the Robert Wood Johnson Foundation through the YMCA
- Over 150 PHC sites as of 2010



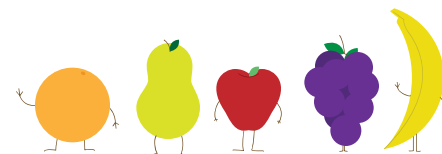


WHO WE ARE CONTINUED

Mission: to create a community culture of healthy living by promoting awareness, influencing policy and enhancing infrastructure.

In Short.....

We have a vision of a community where healthy living is the norm



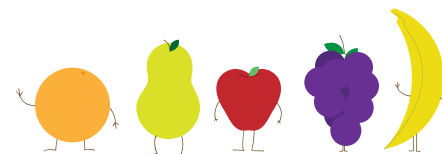


WHERE WE ARE RIGHT NOW



Our Areas of Focus

- Appointment by the city government as a committee who recommends policy and infrastructure changes regarding the health and wellness of Kingsport Citizens
- Increase the accessibility and consumption of healthy foods
- Increase use of active non-motorized transportation in daily routine activities.
- Coordinate efforts with other groups focused on active living and healthy eating.
- Engage employers in creating a workplace conducive to healthy choices.
- Conduct community assessments to identify active living and healthy eating needs that will be integrated into CAP plan.



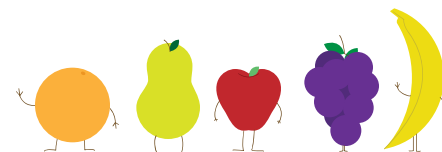


WHERE WE ARE CONTINUED

Appointment by the city government as a committee who recommends policy and infrastructure changes regarding the health and wellness of Kingsport citizens.

April 2010: Recognition by Kingsport BMA as the Wellness Infrastructure & Policy (WIP) Committee

Next Steps: Kingsport City vision for next 20 years related to transportation plan.





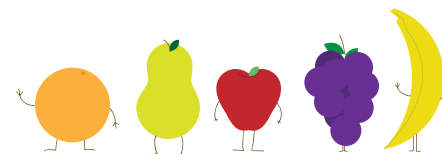
WHERE WE ARE CONTINUED

Increase use of active non-motorized transportation in daily routine activities.

School Year 2010-2011: Work with Coordinated School Health towards the implementation of a pilot walking school bus at Lincoln Elementary.



Expansion of the Greenbelt by 3/30/11.



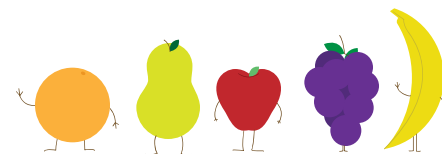


WHERE WE ARE CONTINUED

Conduct Community Assessment to identify active living and healthy eating needs that will be integrated into the CAP plan.

July 2010: Eastman Chemical Company, Fair Acres neighborhood, and Highland Park neighborhood assessed.

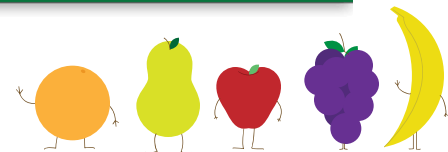
Future Assessments planned: Chamber of Commerce and Lincoln Elementary.



The Community Healthy Living Index (CHLI)

The Community Healthy Living Index (CHLI)

- An innovative assessment tool used to measure and understand an environment's stage of development within the process of creating sustainable change toward healthy living.



From Seeds to an Orchard:

Your Assessment Result as a Stage of Development

The Community Healthy Living Index assessment process is not a matter of winning or losing, nor is it a measure of success or failure. Rather, it is a way of understanding your site's stage of development within the process of creating sustainable change toward healthy living. It's helpful to compare this process to the work of planting an apple orchard. Just as a farmer starts small by planting seeds and then provides appropriate care for each stage of the trees' development until the harvest, so too can you nourish your site through the process of change until you create an environment that strongly supports healthy eating and active living.



**Planting
the Seeds**



**Nurturing
for Growth**



**Nourishing
a Root System**

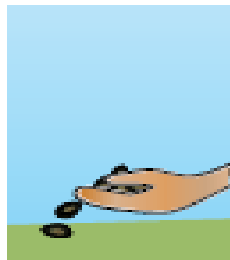


**Cultivating
Healthy Fruit**



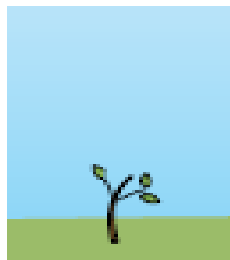
**Harvesting
the Rewards**

REMEMBER, TREES DON'T GROW OVERNIGHT. GROWTH TAKES TIME AND COMMITMENT.



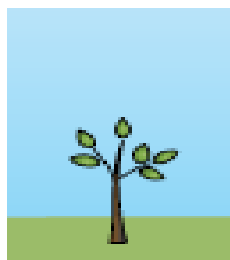
Planting the Seeds

Sites at this stage of development are planting the seeds of change in their communities by identifying the numerous existing gaps in support for healthy eating and physical activity in their environments. There is very minimal opportunity and support for healthy eating and physical activity at present, but these sites are beginning a change process that can lead to a rich harvest: a healthy environment. But it will take time, commitment, and appropriate care.



Nurturing for Growth

Some seeds of change have already been planted in sites at this stage of development, and there are some opportunities for healthy eating and physical activity. But there's still ample work to be done and many gaps to fill to help nurture growth.



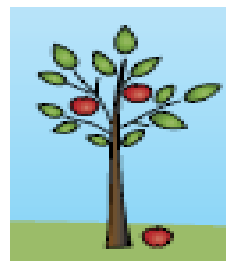
Nourishing a Root System

Efforts up to this point have provided roots for growth such that half the time there are opportunities for healthy eating and physical activity at the site. At this stage of development, it's important to celebrate these successes. But to continue encouraging the growth necessary for a rich harvest, there is still a lot of work ahead.



Cultivating Healthy Fruit

Sites at this stage of development have begun to bear fruit. Efforts up to this point have changed the environment such that, more often than not, there are opportunities to eat healthy foods and be active at these sites. But to reach harvest, there is more nourishment to be done.

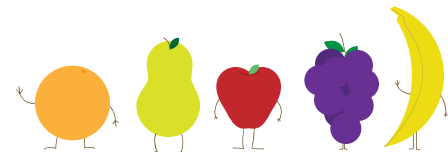


Harvesting the Rewards

There is deep support for a person to be active and eat healthy foods almost everywhere in the environment of sites at this stage of development. In addition to enjoying their great success to date and sustaining their commitment, it's time for these sites to find ways to help others who are at earlier stages of the developmental process. By spreading this work and continuing to make improvements, a single tree can become an orchard.

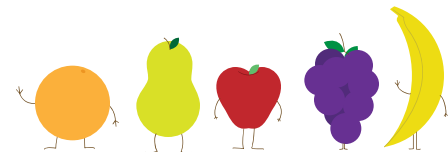
The Community Healthy Living Index (CHLI)

Process & Results



CHLI Worksite Assessment: Eastman Chemical Company

Addressed basic demographic information and characteristics of administrative support, health promotion, physical activity opportunities, physical environment related to physical activity, healthy eating opportunities, and physical environment related to food and nutrition.

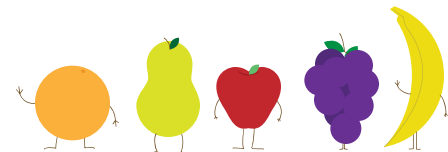


CHLI Neighborhood Assessment: Fair Acres and Highland Park

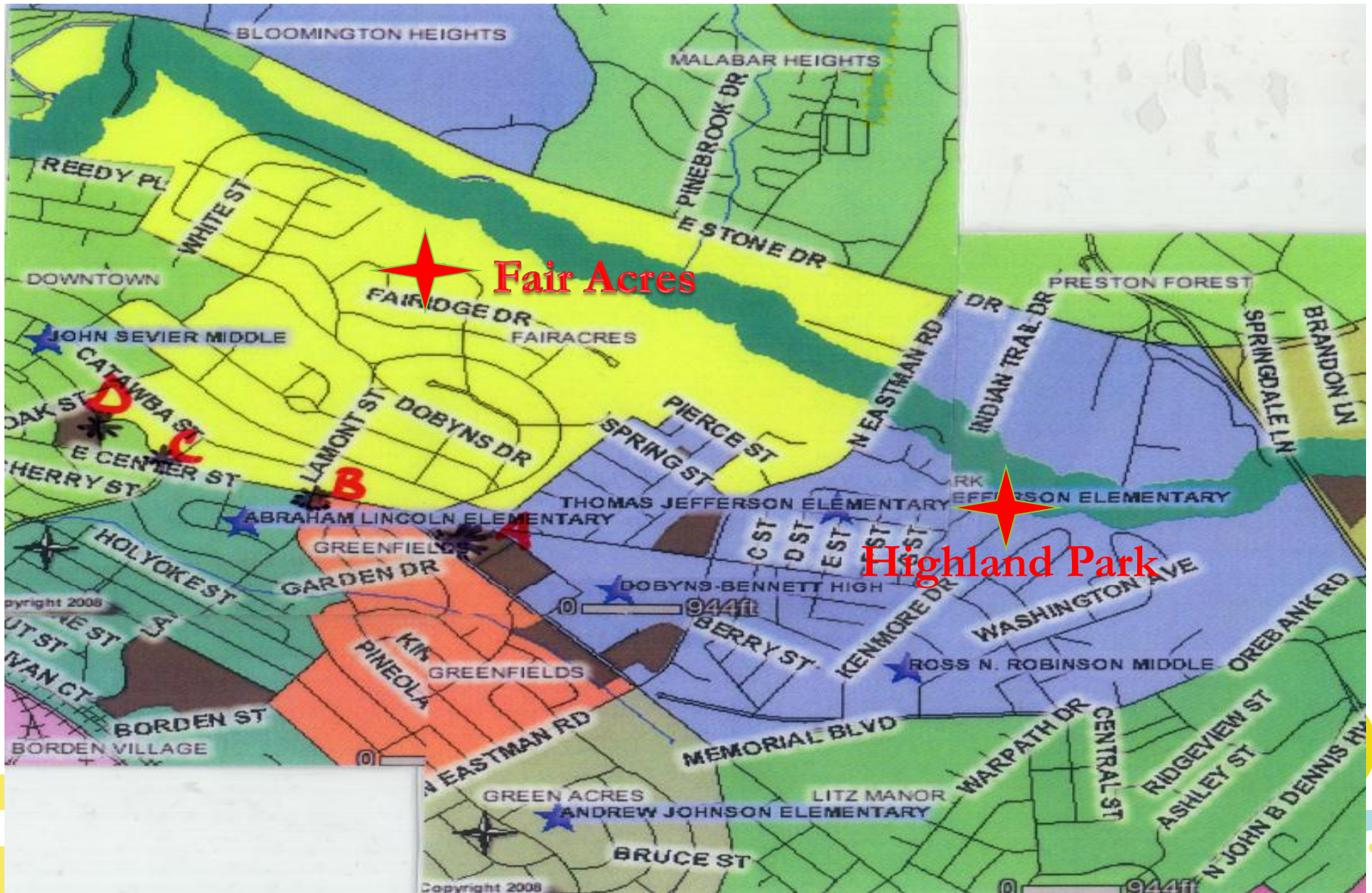
The neighborhood assessment addressed basic demographic information

- Collected by using census tracts and blocks groups as reference to input on the American FactFinder online tool,
<http://factfinder.census.gov>.

Posed questions addressing the design of the neighborhood, the physical environment related to physical activity, the physical environment related to food and nutrition, safety, and the collaborative capacity for community engagement.



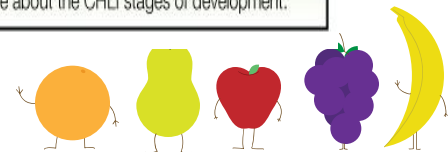
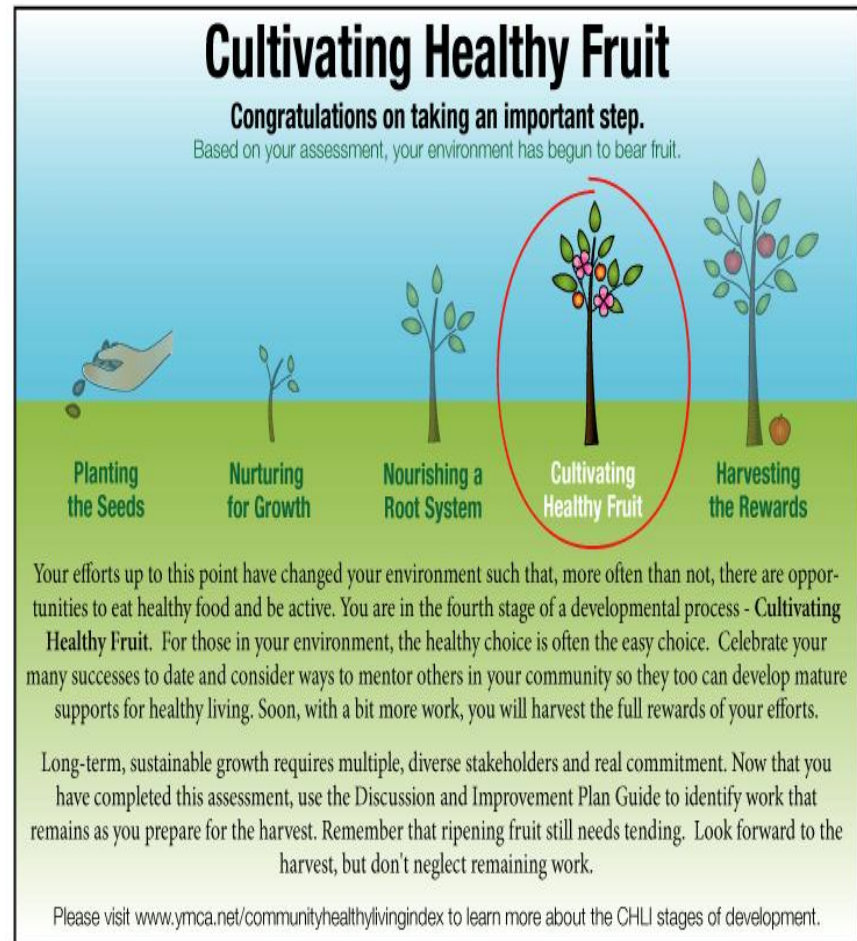
Fair Acres & Highland Park



CHLI Neighborhood Assessment Results: Fair Acres

Cultivating Healthy Fruit

- The community's efforts thus far have changed the environment in ways that there are more opportunities to eat healthy food and be active.
- In this type of environment, making a healthy choice is often the more easy choice.
- However, there is more work to be done in order to reach full harvest. This means that the work completed thus far needs to be tended and not neglected.



CHLI Neighborhood Assessment Results: Highland Park

Nourishing a Root System

- There is an even balance between the aspects of the environment that provide strong support for people to be active and eat healthy foods and other areas that do not and do need more work.
- Some key supports for healthy living and active living have been developed.
- Diverse stakeholders and commitment is required to ensure sustainability.

Nourishing a Root System

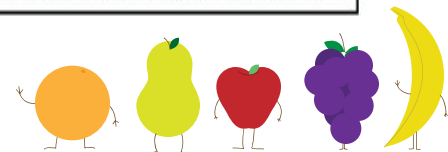
Congratulations on taking an important step.
Your efforts up to this point have provided roots for growth in parts of your environment.

Planting the Seeds Nurturing for Growth **Nourishing a Root System** Cultivating Healthy Fruit Harvesting the Rewards

Celebrate these successes. But to continue encouraging the growth necessary for a rich harvest, you still have a lot of work ahead of you. Based on your assessment, there is an even balance between aspects of your environment that provide strong supports for people to be active and eat healthy foods and other areas that do not and need more work. You are at a midpoint in a developmental process, **Nourishing a Root System**, which will one day reward your work with a rich harvest: a healthy environment.

A successful change process requires multiple, diverse stakeholders and real commitment to ensure its sustainability. Now that you have completed this assessment, use the Discussion and Improvement Plan Guide to strengthen and continue growth. Your environment has developed some key supports for healthy eating and active living. Let that root system foster further growth.

Please visit www.ymca.net/communityhealthylivingindex to learn more about the CHLI stages of development.





THANK YOU!

Questions??

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